



**CENTRAL CONTROL  
REALITY CHECK**

## Rain Bird® Central Control Systems The Easiest and Most Intelligent Way to Manage Irrigation

Rain Bird® pioneered computerized central control for golf course irrigation, giving you a better way to manage water and setting the gold standard for the entire irrigation industry. When we use the words “easy to use”, “intelligent” control and “real time communication”, we’re referring to the sophisticated technology unique to Rain Bird that makes our central control systems the simplest and smartest available.

Does a system that is easy to use, yet highly sophisticated, sound impossible? It’s not! The following facts highlight the true differences between Rain Bird central control and other systems.

- **FACT: Rain Bird Central Control systems are the *only* systems in the industry that offer *immediate responsiveness* through real time central control.**

Rain Bird software communicates directly and continuously with all the system’s two-wire satellites, radio links or decoders. Our software is always “live” with the field devices. This important advantage enables the Rain Bird system to share information during the water window and make automatic program adjustments. Only Rain Bird provides this level of immediate responsiveness. Competitive systems communicate in different ways that are not as reliable. Either they send multiple messages to field satellites and need to wait for confirmation, or their software sends a message in a one-way communication path and never receives confirmation from the satellite that the message was received. You have a choice—would you rather call someone and have a real time conversation? Or would you rather leave a voicemail, then wait for the recipient to listen and respond to your recording...if they respond at all? Those are your choices with the competition. The intelligent choice is Rain Bird Central Control Systems.

- **FACT: Rain Bird Central Control Systems *minimize waste and maximize efficiency* through true two-way communication.**

Rain Bird systems evaluate current conditions and respond by constantly and intelligently updating the demand on the irrigation system. When unexpected wind, rain or other conditions occur, the Rain Bird system can respond by updating demands on the system accordingly, while continuing to operate under all

programmed rules. For example, if it rains, the system can measure the rain as it is falling and cancel, pause or resume, ensuring that the right amount of water is distributed throughout your course—truly *The Intelligent Use of Water™*! No other competitor offers this level of real time responsiveness.

- **FACT: Rain Bird makes it *easy and inexpensive* to upgrade your technology.**

Rain Bird is continuously developing innovative new central control features, and the systems are always backwards compatible. Rest assured that once you purchase Rain Bird central control technology, you will have an upgrade path years down the road. In contrast, upgrading competitors’ systems is often difficult and costly. What would you rather do—easily upgrade your system to take advantage of the most recent innovations, or continually reconfigure your system and pay the price? Make the intelligent choice—Rain Bird Central Control Systems.

- **FACT: Rain Bird Central Control Systems are *easier to use* than any competitive irrigation program.**

The true test of an irrigation system is how easy it is to set up the programs for irrigation each night. With a Rain Bird system, it takes only a couple of minutes to make daily adjustments and verify that the programming will perform as asked. This is a significant Rain Bird advantage! You will be able to spend time managing your course, as opposed to stuck in front of the computer. Our competition has central control systems that are much less sophisticated AND much more complicated to use. Fine tuning the watering schedule is a major undertaking with their systems.

**The Intelligent Use of Water™**



■ **FACT: Rain Bird® software is much faster to program than the competition.**

With Rain Bird's QUICK-IRR feature you can write detailed new programs in seconds—literally. Nobody else in the industry can match this level of convenience and intuitiveness in the software. In short, no other software is this easy to program.

■ **FACT: Rain Bird software is easy to use and easy to teach because it thinks about the course the same way you do: Greens, Tees, Fairways, etc.**

Rain Bird's system is intuitive, considering all areas on the course by the same terms that you do: Fairways, Greens, Tees, etc. Station #1 on the first green is identified as 1G1, while station #2 on the first fairway is identified as 1F2. The Rain Bird system minimizes mistakes, saves time and makes it easier to teach a new irrigation technician. In contrast, our competitors program by station and satellite number. This system may be simple for computers, but it is not user-friendly for people. With our competitors, changing a station on the third fairway may require selecting satellite 6, station 44. Another station on the same fairway may be called satellite 7, station 5. This system is not easy to understand or remember.

■ **FACT: Rain Bird FREEDOM™ handheld radios are much easier to operate than the competition.**

Because Rain Bird uses the hole number and turf area to identify sprinklers, the FREEDOM handheld radio is the easiest to use in the industry. Our competitor's handheld radio is much more difficult to use because you have to know how the irrigation system is wired. This makes it harder to send commands to the central when you need it most—while you are out on the course.

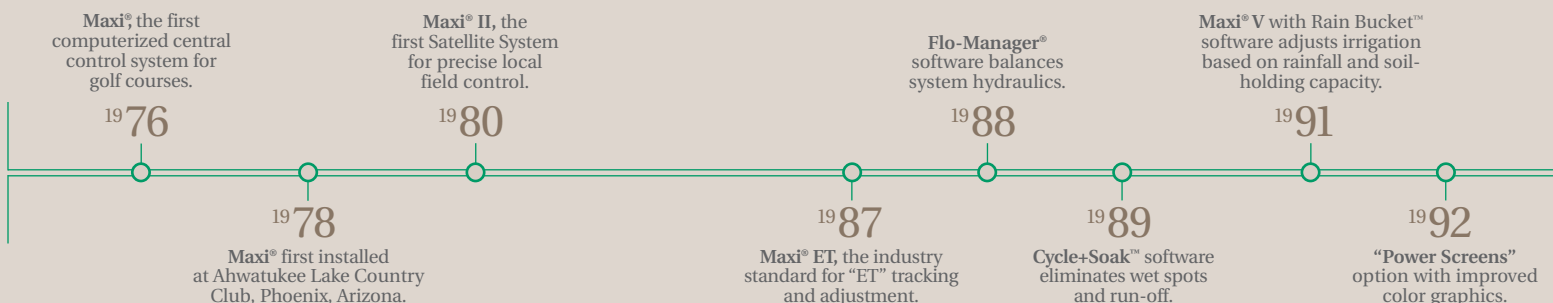
■ **FACT: When you look at a Rain Bird software demonstration, you can rest assured that it is the real thing.**

Rain Bird lets you see and feel the actual software in a demonstration, so **what you see is what you get**. Other manufacturer's sales reps make their software look easy by using a PowerPoint presentation during the demonstration. It is a pre-set presentation of screens that are intended to make it LOOK like the software is easy to use, when in fact it is very complicated once you're in the driver's seat. When viewing presentations, be aware of whether you are actually looking at the software or at a PowerPoint presentation. There is a difference.

■ **FACT: The proof of Rain Bird's superiority comes from using the system—so ask your friends about it!**

Every sales rep can point to friendly references for you to speak with. A good reference is a person who has experience with both Rain Bird and the competition's central control system. If you ask superintendents who have used both systems, they will tell you that Rain Bird's system is superior.

## The Path of Innovation: History of Rain Bird® Central Control





# No other central control system performs like Rain Bird® and our exclusive features prove it.

## Flo-Manager™

*A Rain Bird Exclusive*

Rain Bird employs unique communication capabilities to keep your irrigation system operating at maximum efficiency while managing flow in real time. With Flo-Manager, our central control systems react almost immediately to unexpected occurrences such as rain or equipment failure, making intelligent use of each station. This powerful software **lowers water demand and saves energy**. Plus, it balances system demand with the efficiency of the pump station and delivery network to **reduce wear and tear**. Another great example of *The Intelligent Use of Water™*.

By comparison, other systems take an all or nothing approach—not very intelligent. If conditions change, they may notify you through a report generated the following day, or they may simply cancel irrigation whether or not such an action is required.

## Rain Bird® Central Control Systems Maximize Pumping Station Efficiency

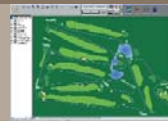
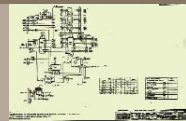
## Smart Pump™

*A Rain Bird Exclusive*

Rain Bird's Smart Pump feature goes far beyond generating alarms. Smart Pump provides direct and real time communication between the pump station and the central control system, adjusting flow demand based on actual field conditions. Smart Pump **reduces pump downtime** by constantly and automatically modifying system demand on the pump, to achieve optimum irrigation efficiency.

Don't be fooled by imitations of Smart Pump! Continuous communication with the pump station is only half the story. Intelligently reacting to that information to your benefit is the complete package. This level of intelligence is only possible with Rain Bird's unique technology. Rain Bird systems offer continuous information exchange between the central control computer and all satellite units, in addition to real-time communication with the pump station.

In comparison, other systems merely inform you of pump station alarms or flow rate issues. They may generate a report, or cancel irrigation unnecessarily, which may do nothing more than create an additional problem for you to solve.



FREEDOM™ handheld provides real-time, two-way communication with the central from anywhere on the course.

Nimbus™ offers more advanced control features.

Map-based Nimbus™ II and Stratus™ II with modular software options.

Pump Monitor™ and Smart Pump™ software for real-time, two-way communication between the pump station and the central.

RainWatch™ software that automatically adjusts irrigation in response to natural rainfall.

1994

1996

1999

2001

2004

1995

Stratus™, Rain Bird's first Windows® based central control system.

1998

Cirrus™ state-of-the-art map-based central control system with Smart Logic features.

2000

Smart Weather™ software for real-time, two-way communication between weather stations and the central.

2001

FREEDOM-Pad™ with advanced software features allows map-based control from anywhere on the course.



## Rain Bird® Central Control Systems Practice The Intelligent Use of Water™

### RainWatch™

*A Rain Bird  
Exclusive*

RainWatch\* is the first and only water management tool in the industry capable of turning natural rainfall into beneficial irrigation. RainWatch takes into account rain as it is falling and instantaneously adjusts irrigation, pausing and/or adjusting run times as necessary. In addition, RainWatch distinguishes between quick cloudbursts or extended rainy periods, reacting intelligently and immediately to the existing circumstances by allowing the central control to automatically adapt. The end result? **Elimination of water waste and optimization of turf conditions**—truly *The Intelligent Use of Water™*.

This level of responsiveness can never be achieved with a system that has to download programs to satellites before the irrigation cycle begins. The best that type of system will ever be able to offer is a simple rain-activated shutdown switch.

*\*Patent Pending*

### Minimum ET™

*A Rain Bird  
Exclusive*

Minimum ET **takes the guesswork out of irrigation scheduling**. With the help of a weather station, Minimum ET determines an appropriate watering cycle with scientific precision. You define and set the minimum moisture threshold before automatic irrigation takes place, either globally or customized for each program. This is like having a full-time weatherman on your staff...who never sleeps.

Competitive systems limit you to patterns such as every other day, while the Rain Bird system waters when the course requires it for healthier turf, deeper root growth and significant water conservation.

## Trust Rain Bird for all the support services you need.

Rain Bird's nationwide distribution network provides professional, experienced irrigation service, when and where needed.

For further peace of mind, Rain Bird's Global Service Plan provides 24-hour phone support. The technicians who built your system are the same familiar voices that answer the phone when you call and the same capable people ready to guide you through troubleshooting. As you get to know them, they'll get to know you, your course and the specific challenges you face on a regular basis. There is no better source to handle any of your technical questions.

The plan also includes overnight central control equipment replacement and on-site service when required. The quality, consistency and immediate availability of our services are more reasons so many golf course professionals trust Rain Bird.

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